

This specification document below defines the requirements for the proposed contract between the State of Tennessee, Department of Human Services and the awarded vendor for the purchase of Text Messaging Services with the purchase of 540,000 messages with Auto-Reply (45,000 per month).

1. The contractor shall provide the ability, using a secured process, to create customized scripts, schedules, and manage text message campaigns to customers. The provided service will include bulk text messages for the designated recipients and be compatible with most mobile device operating systems. The auto-reply will allow for Child Support to respond and deliver additional information such as website links for payment information or mapping directions.
2. The Contractor shall provide a web-based platform for scheduling text campaigns, reports, and administration.
3. The platform will be available as needed 24 hours a day, seven days per week, and 365 days per year. Prior notice will be provided to the State of any scheduled maintenance down time. In the event of technical difficulty or system-wide failure, the Contractor will notify the State as soon as reasonably possible and shall keep the State updated on the efforts to bring the system back online.
4. The Contractor shall have the capabilities to send text messages in MMS, SMS and iMessage formats.
5. The Contractor's service will provide for the option for the owners of the mobile device numbers to opt out of receiving text messages. The Contractor will maintain a "do not call list" containing each person who has opted out of receiving text messages on their mobile device and will ensure text messages are not delivered to the individuals on that list. The Contractor's program will ensure that no text message is delivered to a mobile telephone number that is on the do not call list. The Contractor service will in addition have the ability to:
 - Provide a monthly report of all new mobile device numbers placed on the do not call list.
 - Provide a monthly report of all mobile device numbers that are no longer owned by the intended recipient.
 - Maintain records of each text message delivered to each mobile device including the date, time, and content of each message.
6. The contractor agrees to maintain licensing from the FCC to be recognized as a Radio Common Carrier (RCC).
7. The Contractor shall provide training as needed to implement the service, create reports and campaigns as well as emergency procedures to stop a campaign in progress.
8. The Contractor shall be recognized as a FCC Carrier and provide services without the use of a third party.
9. The cost of the SMS gateway service must be reflected as a per-message fee, with the message defined as above as a communication of 160 characters or less. The per-message fee proposed by the contractor must be inclusive of all costs associated with the use of the message gateway service. This includes, but is not limited to:
 - Costs associated with delivery receipts for the message, if any.

- Costs associated with phone number validation/lookup.
- Cost associated with domestic U.S. versus international messages.

10. The selected contractor will only charge the State for actual messages sent, rather than a fixed fee based upon an assumed number of messages. For example, although the State may anticipate a surge volume of up to 20,000 messages per day, if only 5,000 messages are actually sent in a given day, the State will only be charged for 5,000 messages.